

Bridging the Information Gap for the Latino Mental Health

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Objectives

- **Rationale for Project**
- **Project**
- **Development process**
- **Implementation**
- **Future Steps**

Project Goals

Give something to the community

Do something **USEFUL** for the community

Set the groundwork for future projects

Make mental health information **ACCESSIBLE**

Mental Health and Latino Community

Socioeconomic	MH/Health	MH Care	Access
Lowest per capita income, though there is variability (e.g., 27% of Mexican Americans live in poverty compared to 14% of Cuban Americans)	Similar rates to Whites, though there is variation. Rates worse for American-born, and for Hispanic youth Culture bound syndromes	~40% do not speak English very well; shortage of language-matched providers Less likely than whites to receive needed mental health care Go to primary care rather than MH specialists	Lowest rates of insurance of all ethnic groups. Rate of uninsured at 37%, twice that for whites.

Mental Health and Latino Community

- The internet is increasingly used as a source of information on health issues ([Powell & Clarke, 2002](#); Baker et al, 2003).
 - Access is inequitable and use is hindered by navigational challenges due to design features (Cline & Haynes, 2001)
 - disorganization, technical language and lack of permanence
 - Limited research indicate online health information questionable in quality (Cline & Haynes, 2001)
 - Much of it is inaccurate
 - Meager information-evaluation skills add to consumers' vulnerability
- Survey by National Center for Health Statistics showed that **28.8% of Hispanics aged 18-64 used the Internet to find health-related information** (Cohen & Adams 2009)

Mental Health and Latino Community

- Studies within last 5 years show internet most used by **young, highly-educated, severe mental health issues, women, and family members** (Lee et al, 2014).
- 2015 Nielson Report findings show Latinos:
 - **8+ hours** avg. watching online video each month (>1.5+ hours more than U.S. avg.)
 - Latinos in U.S. adopting smartphones "at a higher rate than any other demographic group."
 - **~72% of Latinos own smartphones** (~10% higher than avg. in U.S.)
- Being economical was an important reason for low-SES Hispanic users to use smartphones for health information (Kim & Zhang, 2014)
 - Users relied heavily on public Wi-Fi to access the internet
 - Searched a wide range of health topics (mostly using mobile web than apps)
 - Lacked knowledge and skills to effectively evaluating the quality of health information, and comprehend information.

Mental Health and Latino Community

- Latinos not comfortable with English may be difficult to reach (Clayman et al., 2010).
 - language barriers and lower trust in media, and relatively little use of various media channels
- “**Gatekeepers**” (agents of acculturation who disseminate information within their ethnic communities) **are vital** in the access and retrieval of information for Spanish-speaking and Latino communities (Metoyer-Duran, 1993; Liu, 1995; Rodney, 2002).

Project 1.0

Provide psychoeducation to Latino parents with teens

Create an interactive forum for parents to post questions and offer support

Respond to concerns with information and resources

Barriers

SMC website limitations

Liability issues

Time commitment/ Up-keep

Project 2.0

- 12-newsletter Mental Health Series for Latino Community
 - Subscription-based
 - Provide basic information about mental health issues relevant to Latinos
 - Include tools for readers to use right away
 - Get community feedback
- Update LC website

Content

- Provide basic information regarding mental illness
- Tailor content to Latino Community
- Show diverse representation of Latinos
- Bilingual content
- Provide useful information that is accessible
- Tips to improve wellness

Content

- Trauma of immigration
- Psychological impact of discrimination on Latinos
- Substance use and domestic violence
- Anxiety related to immigration issues
- High rates of suicide among young Latinas
- Acculturation conflict between family and children
- Intragroup prejudice
- Underutilization of mental health services

Content

- June - Wellness
- July - Family
- August - Depression
- September - Anxiety
- October - Child
- November - Coping
- December - Traditions
- January - Immigration
- February - Romance
- March - Diversity
- April - Gender & Sexuality
- May - Mental Health/Treatment





San Mateo County BHRS · Latino Collaborative

July 2016 * Family Edition



Information for the Latino Community

Thank you for subscribing to **¡Adelante con el Bienestar!** Periodically you will receive information about issues that affect the well being of Latinos in San Mateo County and the United States.

Mental health is often overlooked in our lives. We do not make regular appointments with mental health professionals like we make appointments to see a dentist or doctor. We may not be able to see mental illness, but it is something that can affect our every day lives.

¡Adelante con el Bienestar! was put together by the Latino Collaborative to help answer questions and provide information about mental health for the Latino community. Information will include education on mental illness, local psychological services, trainings, and tips on improving well being. We strive to provide information useful to YOU and the Latino community. Please be sure to fill out our survey ([CLICK HERE](#)).



Talking to kids about their Latino roots



Latino children growing up in the United States often feel they have to choose between being Latino and being "American". The choice is made harder if they experience discrimination because they are Latino. Children can feel stressed, guilty, or ashamed of their Latino roots. As parents, we want our children to fit in, so we encourage them to take on the traditions of popular American culture. But we must remember that being Latino and being "American" are NOT opposites. For children who are bi-cultural (Latino and American), it is important for their well-being to learn about what it is like to be Latino American.

"...our identity is a powerful feeling that strengthens self-esteem. A person without a clear identity will, unfortunately, not develop a strong self-esteem. We can't love what we are if we don't know who we are and where we come from."

- Eliana Tardio, Family Resource Specialist

Click on the link below to read the Huffington Post article, "Raising Children To Be Proud Of Their Roots By Encouraging Latino Culture at Home".

[Click Here](#)

Your Teenager's Emotional Health



The adolescent years can be challenging for teens and their parents. Peer pressure, poor academic performance, sexual activity, alcohol and drug use are just some of the issues teens deal with during this time. If you have questions about teen emotional health, the American Academy of Family Physicians has some information for you to help.

[Click Here](#)

What should I be talking to my teen about?



As children grow and become teenagers, the relationship between parent and child changes too. Teenagers want to spend less time with parents and more time with their friends. Even though your teenager may seem uninterested in speaking with you, remember that parents still play an important role in the social and emotional development of teenagers. Learn more about some things you can do to talk to your teen.

[Click Here](#)

Talking to Kids about Mental Illness



I've found out that I have a mental illness from my doctor, and I am concerned about whether I should tell my kids.

Any other time when I have been sick I have talked to them, but should I really tell my kids that I have a mental illness?

I am uncomfortable talking to them about this and am worried about how talking about my mental illness will affect them.

Finding out you have a mental illness can be difficult for anyone. Telling your family about the mental illness is not any easier. It is common to feel nervous about telling others about your mental illness. You may decide that you do not want your family to know. It is up to you to decide what makes you comfortable. Telling your family can help them understand what is happening to you, and know what to do to help you. Click on the button below to learn about how to talk to your children about mental illness.

[Click Here](#)

ORGULLO LATINO

Día de Simón Bolívar

July 24th

Colombia, Venezuela, and
Panama

Cultural Spotlight: A South American Tradition

The Latino community is very diverse and rich with many different traditions. Every month we will highlight a tradition for one Latino culture. This month we highlight the celebration of Simón Bolívar, the Liberator of South America. Many countries honor Simón Bolívar by holding celebrations on his birthday every year.

Along with Jose de San Martín, Bolívar led South Americans during their struggle to win independence from Spain. He was instrumental in gaining independence for Bolivia, Colombia, Peru, Ecuador, Venezuela, and Panama.



On July 24th many Latino American countries celebrate Simón Bolívar's birth. The biggest celebrations are in Ecuador and Venezuela, which include food, music, military and national-costume parties, flags, and battle reenactments.

SIMÓN BOLÍVAR

(1783 — 1830)



UPCOMING COMMUNITY EVENTS



COUNTY OF SAN MATEO HEALTH SYSTEM

BEHAVIORAL HEALTH
& RECOVERY SERVICES

Want to know more about what is going on in San Mateo County?

Check out the Behavioral Health & Recovery Services Blog to receive updates.

<https://smcbhrsblog.org>

Follow us on social media!



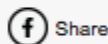
We want to hear from you!

We want to make sure we are providing you with information that is useful to you. Please let us know how we can improve our emails. Click on the button below to provide us with feedback.

[Click Here](#)

Important Contacts and Information

- Information about what to do in a Mental Health Emergency in San Mateo County - [CLICK HERE](#)
- Looking for mental health treatment in San Mateo County? - [CLICK HERE](#)
- Need help with drug and alcohol abuse? - [CLICK HERE](#)
- Information about suicide prevention - [CLICK HERE](#)
- Client and family resources - [CLICK HERE](#)
- Information about getting health insurance coverage - [CLICK HERE](#)



***Disclaimer:** The information provided in this email is meant to be used for informational purposes only. It is not meant to replace psychotherapy or the advice of your own psychologist. If you have any questions or concerns about the content of this newsletter, please email the Latino Collaborative at LatinoCollaborative@smcgov.org*

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You are receiving this email, because you are interested in receiving information about Latino Mental Health and

Our mailing address is:

Latino Collaborative, San Mateo County - Behavioral Health and Recovery Services
222 Paul Scannell Drive
San Mateo, CA 94402

What does depression feel like?



Depression is not just about sadness, it can include many other symptoms. Depression affects 1 out of every 10 Americans each year. People with depression often experience difficulties relating to other people, problems at work or school, or just generally have a hard time dealing with daily responsibilities. Click on the video above to learn about what it is like to have depression.

[Click Here from learn more about depression facts.](#)

Immigration and Depression



Every year the United States sees thousands of immigrants come to the country for the hope of a better life. When immigrants come to the United States, they often leave their families behind. Deportation has also separated thousands of families. This separation from family and home land can leave many immigrants feeling depressed. Hear about Miriam's experience with depression as an immigrant. Click on the video above to watch.

Using Books To Teach About Latino Culture



Research shows that Latino children who grow up knowledgeable about and proud of their culture are more likely to do better in school, have a strong self-esteem, and are overall happier. They're less likely to drop out of school, suffer alcohol and drug abuse, suffer emotional and mental disorders, or go to jail. But raising bilingual, bicultural kids starts when they are born. Click on the link below to get a list of great Latino children's books that reflect the warmth and beauty of the Latino culture.

[Click Here](#)

Immigration and Anxiety: When the fear is very real.



The fear of deportation is very real for thousands of undocumented immigrants in the United States. During this election year, many of the candidates have talked about mass deportations and changes in the immigration laws that could affect many families. The stress of being deported at any moment can cause significant problems to the mental health of undocumented immigrants, including: sleep problems, depression, anxiety issues, and more. Click on the video above to learn about the many stressors affecting undocumented immigrants.

Stories of Anxiety



Nicole is a young mother dealing with anxiety and panic attacks. Hear her talk about her experience with anxiety. Click on the video above.

Stories of Depression



Delete Block

Dior is a mental health activist. She talks about her experience with depression and how it has influenced her life. Click on the video above to hear her story.

Improving Mood through Relaxation



Meditation and relaxation techniques can be very helpful in reducing anxiety. Just taking a few minutes of your day to relax and breathe can make your body and mind feel better. Relaxation will not take away the things that stress you, but help your body become stronger and healthier to deal with the stresses in your life. Click on the video above to practice some relaxation.

Improving Mood by dancing!



When you are depressed, the last thing you want to do is go out, have fun, or do anything. Depression is like a cycle - you don't feel like doing anything, so you don't do anything. The more you don't do anything, the worse you feel. The best thing you can do to stop the negative cycle is to distract yourself with activities. You can listen to music, talk to a friend, or go for a walk. You can also try something new like learning a new dance. The goal is not to feel happy, but to keep you from feeling worse or making you feel just a little bit better. Try it out! Click on the video above to learn some merengue. Think about how you feel before and after you try out the dance.

Challenges

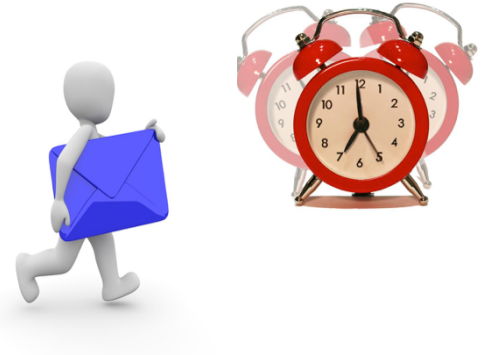
- Lack of information targeting Latinos
- Lack of content created by mental health professionals
- Many resources include erroneous information
- Lack of content for relevant issues to Latino community
- Lack of information for the layman
- Logistical roadblocks

Implementation



- Use MailChimp to create newsletters
- Develop newsletters in both English and Spanish
- Schedule newsletters to be distributed each month over the next year
- Disseminate flyers
- Email flyer to community collaborators

¡HOLA!



Marketing

- Half-page double-sided color flyers
 - 1000 count
- Distribution plan
 - Distribute at LC
 - ODE
 - Email flyers to available list serves
 - Retain flyers for distribution at future events

Marketing



 COUNTY OF SAN MATEO HEALTH SYSTEM

 LATINO COLLABORATIVE
SAN MATEO COUNTY BHRS

 Embracing Diversity
Advancing Equity

STAY CONNECTED ON THE LATINO COLLABORATIVE WEBSITE!

- UPCOMING EVENTS
- TRAININGS
- COMMUNITY RESOURCES
- PROGRAMS IN SPANISH
- INFORMATION ABOUT MENTAL HEALTH IN THE LATINO COMMUNITY

VISIT:
[SMCHEALTH.ORG/BHRS/ODE/LATINOCOLL](http://smchealth.org/bhrs/ode/latinocoll)

SIGN-UP:
<http://eepurl.com/bSOukP>

 OFFICE OF DIVERSITY AND EQUITY



 COUNTY OF SAN MATEO HEALTH SYSTEM

 LATINO COLLABORATIVE
SAN MATEO COUNTY BHRS

 Embracing Diversity
Advancing Equity

¡MANTÉNGASE CONECTADO CON EL SITIO WEB DE LA COLABORACIÓN LATINA!

- PRÓXIMOS EVENTOS
- ENTRENAMIENTOS
- RECURSOS PARA LA COMUNIDAD
- PROGRAMAS EN ESPAÑOL
- INFORMACIÓN SOBRE LA SALUD MENTAL EN LA COMUNIDAD LATINA

VISITA:
[SMCHEALTH.ORG/BHRS/ODE/LATINOCOLL](http://smchealth.org/bhrs/ode/latinocoll)

SUSCRIBASE:
<http://eepurl.com/bSOukP>

 OFICINA DE DIVERSIDAD Y EQUIDAD

 APOYANDO LA DIVERSIDAD
PROMOVENDO LA EQUIDAD

Newsletter Feedback

- Solicit feedback from community to improve content for website, newsletter, and SMC website
- Assess need to expand to social media platforms
 - Facebook
 - Instagram
 - Twitter
- Maintain communication with target community

1. How can we improve the Latino Collaborative website?

¿Cómo podemos mejorar la página web de la Colaboración Latina?

2. How can we improve our newsletter?

¿Cómo podemos mejorar nuestro boletín?

3. Do you use any of the following services?

Usa usted alguna de los siguientes servicios?

- Facebook
- Twitter
- Instagram
- I do not use any of the services mentioned/ No uso ninguno de los servicios mencionados

4. Would you like to receive information about Latino health and mental health issues on services like Twitter, Facebook, and Instagram?

Latinos en servicios como Twitter, Facebook y Instagram?

- Yes/ Si
- No

5. Do you have any questions about information on the Latino Collaborative website, Adelante con el Bienestar newsletters, or San Mateo County website?

¿Tiene alguna pregunta sobre la información en la página web de la Colaboración Latina, Adelante con el Bienestar boletines de noticias, o la página web del Condado de San Mateo?

Done



Next Steps

- Complete translation
- Review and edit
- Send to Arlette for Review
- Provide instruction to access newsletters and community feedback

Take home message

- **Progress takes time**
- **Simplicity = Power**
- **Latinos need more content by mental health providers**

Questions?



**muchas
gracias!**

**Arlette Molina
Priscilla Padilla-Romero
Regina Moreno
Philippe Nicolay
Latino Collaborative
ODE
BHRS
YSC
San Mateo Community**